Data and Privacy File Guides

Apple Media Services: Video Play Activity

January 2023

File name

Video Play Activity.csv

File description

This file contains information related to the user's video play activity in the TV App.

Why Apple keeps this information

Apple retains this information in order to calculate and make payments to developers, for financial reporting purposes, and to ensure the integrity of transactions and user-facing or entered content.

Field Name	Details
Action Name	The label of the button that the user clicked to skip the video
Action Type	The type of user action taken
Age Bucket	A category assigned when the user is logged in (e.g., Adult, Teen, Unknown or Minor)
App	The name of the App in which the video was played
App Version	The version of the App in which the user action was taken
Apple ID Number	Apple account identifying number
Application Name	The name of the App from which the video action was taken
Asset Placement	Whether the watched video is the main video (feature), or a promotional video added before (pre-roll), the middle (mid-roll), or after the main video (post-roll)
Audio Locale	The user-selected language for the video's audio track
Audio Format	The format of the video's audio
Audio Description	Denotes if a user set the audio track to "Audio Description", which provides extra information about key visual elements in the video
Audio Variant	Description of the audio track used by the user at the time of play
Birth Year	The user's birth year
Bundle Offer Subscription	Whether the user's channel subscription is part of a bundle
Bundle Subscription Name	The name of bundle offer associated with the user's subscription

Field Name	Details
Bundle Subscription Type	The type of bundle offer associated with the user's subscription
Caption Locale	The user-selected language for the video captions
Client ID	The identifier for the device from which the user's action was taken (this identifier rotates every 6 months)
Connection	The type of internet connection for the user's device during play (e.g., 3G, WiFi, Wired, etc.)
Content Episode Name	The name of the episode, where applicable
Content Length MS	The content length, in milliseconds
Content Master Feature Title	The title of the main feature in the playlist
Content Master Feature Vendor	The title identifier provided by the content vendor
Content Master Title	The title of the content being played
Content Master Vendor	The title identifier provided by the content vendor
Content Ownership Status	The user's entitlement to the content (subscription, free, rented, or purchased)
Content Provider ID	The identifier of the provider of the video content
Content Season Name	The content season name
Content Sub-Type	The sub-type of the content being watched (e.g., Preview, Promotional, Bonus, etc.)
Content Title	The localized title of the content
Current Substate	Denotes either the offer type redeemed by the user or subscription type the user is subscribed to
Download State	The download state for the content (e.g., Downloaded, Downloading, Streaming)
Episode Number	Number of the episode watched by the user, displayed in fractional or decimal format
Event Date Time	Date and time when click activity occurred on the App
Event Duration	Duration of the event collected in milliseconds
Event Type	Includes user action that was taken on an App (e.g., Click, Search, Enter, Exit, etc.)
Feature Test	Identifies any feature tests the user may be in at the time of the play
Gender	Gender
Hardware Brand	The brand of the device used

Field Name	Details
Hardware Category	The category of device from which the user action was taken (e.g., Mobile, Desktop, TV, or Other)
Hardware Family	The device family name assigned by the vendor
Hardware Model	The device model from which the user action was taken
Is Feature	Whether the content being watched is the main feature (e.g., the movie or an episode) or promotional content added before or after the main feature
Is Skippable	Whether the video being watched can be skipped by the user (primarily applicable to intro or promotional videos)
Localized Episode Number	The number of the episode watched by the user, localized based on the country from which it was watched
Localized Season Number	The number of the season watched by the user, localized based on the country from which it was watched
Media Play Position MS	Position within the played media when this action began, in milliseconds
Media Player Height Pixel	Playback viewport screen height, in pixels
Media Player Width Pixel	Playback viewport screen width, in pixels
MVPD Active Months	The number of months since the MVPD (multichannel video programming distributor) was activated
MVPD Partner	When applicable, the name of the Multichannel Video Programming Distributor that set up the user's Apple TV device
Operating System	The operating system with which the user action was taken
Operating System Languages	Languages of the operating system used to complete the action
Operating System Version	The version of the operating system with which the user action was taken
OS Build Number	The build number of operating system on the user's device
OS Language (Primary)	The user-selected device language
Overall Position	The overall position of the content relative to the entire playlist
Partner Subscription ID	Subscription-level identifier used in subscription and play level data
Playback Delegation	Whether the video playback was delegated to another device
Playback View	The view in which the playback occurred (e.g., Foreground, Background, or In Picture)

Field Name	Details
Played Offline	Whether the playback is in offline mode
Post Time	The time the event was posted to Apple's servers
Postal Code	Postal code of the user's billing information
Program Type	The type of playback program (e.g., Video On Demand, or Live)
Provider Brand Name	The name of the provider brand that the content was played back
Provider Marked Content Sensitive	If the provider identified the content as sensitive (e.g., Adult Content)
Receipt Time	The time the event was received
Screen Height Pixel	Device screen height, in pixels
Screen Width Pixel	Device screen width, in pixels
SDH	The language of the subtitles for the Deaf or Hard-of-Hearing language
Session Is Shared	Whether the user is in a shared media session after receiving the invite to co-listen or co-watch
Shared Activity Devices-Current	The number of devices that are connected to the Shared Play at the time the data is collected
Shared Activity Devices-Max	The maximum number of devices that connected to the Shared Play
Shared Content	Whether the content played in the TV App was shared in iMessages
Special Access Type	Whether the user had special access to the video content (e.g., early access)
Start Asset Name	Identifies the video content from which a skip, fast-forward or scrub action was taken by the user
Start Overall Position	Start position of the video play relative to the entire video playlist
Start Position	The start position of the video play relative to the active video content segment
Start Reason	The reason a start event occurred (e.g., new play, unpausing, etc.)
Start Reason Type	When a video starts after an intro has been skipped
Start Time	When the user started to play the content
Start Type	Whether the playback was started manually, automatically, or unknown

Field Name	Details
Stop Reason	The reason why a stop event occurred (e.g., Play Completed or Paused, etc.)
Stop Reason Type	When content stopped because a user skipped an intro
Stop Type	The type of event that stopped the playback (e.g., Automatic, Manual or Unknown)
Store Front Name	The country storefront in which the user' action occurred
Subscription Category	Whether the subscription is an Apple TV+ subscription or a Partner Channel subscription
Subscription Channel	Whether the subscription was purchased from a carrier or other channel partner
Subscription Currency Code	Currency code for the user's purchases
Subscription Funding	Whether the subscription promotion redeemed by the user was funded by Apple, a third party partner, or a mixed model
Subscription Identifier	Identifier for the user's subscription
Subscription Name	The name of the subscription used to watch the content (e.g., Showtime, Smithsonian)
Subscription Partner	Where applicable, the partner from which the user's subscription was purchased
Subscription Price	Total purchase price in the applicable currency, as a decimal number (e.g., 9.99)
Subscription Product Code	An identifier for the subscription consumed by the user
Subtitle Locale	The subtitled language and country code at time of event
Tab	The page or tab within an App from which the action occurred
Timezone Offset	The time zone offset from UTC in minutes
TVS Service Name	The name of the service the content was played back on
TVS Service Status	The status of service that was played (e.g., Test, Off, On)
TVS Service Type	Information about the type of live service that the content is playing
URL	The internet address of the media with which the user interacted
User Agent	The software agent collected from devices that contains information about user's device specifications
Video Color Range	The video playback color range (e.g., HDR, Dolby Vision)